

Margot (Ann)

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Action

Reason

Do Nothing	<ul style="list-style-type: none">- Dead- Quit Smoking- In another brand's continuity- Save for friend- Dislike Marlboro Gear /- Lost interest (not interested in saving)- Too much of a hassle/too much trouble
Send Catalog	<ul style="list-style-type: none">- Never saw catalog/Threw out recent mailing- Didn't know there was new program- Keep forgetting to save- Too busy to save
Send bonus miles certificate with catalog	<ul style="list-style-type: none">- Quality ^{problem} program with MAT- Requires too many miles for merchandise- Don't want to pay shipping/handling- Disliked MCS merchandise- Switched brands- Threw out mailing, didn't enter Sweeps
Send coupon with catalog	<ul style="list-style-type: none">- Quality problem with Marlboro brand